

A private sector led ambition for Canterbury.

Since September 2024, Business Canterbury, the Canterbury Mayoral Forum and the private sector have come together to form a shared ambition for our region.

The progress we have made toward the goal of a shared ambition - in bringing the private and public sectors together from right across Canterbury - has created the conversations and conditions for alignment and clarity.

This ambition sets out what sets Canterbury apart, and the key ingredients for Canterbury's long-term success. These have stemmed from the recognition that strong businesses and strong communities are innately linked to our environment, our lifestyle, and our capacity for innovation.

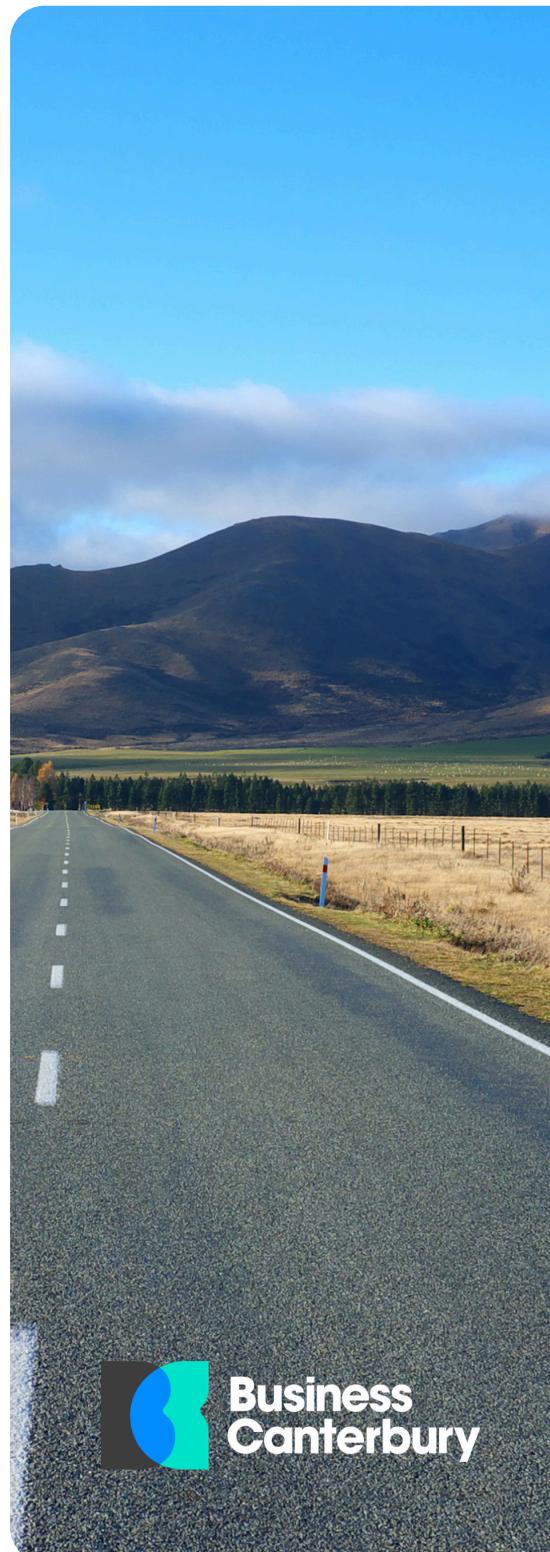
It provides a clear and credible foundation for future growth, whether through a Regional Deal or other opportunities. More importantly, it gives us a common starting point and a platform for continued partnership between the private sector and local government who will ultimately enable the ambition.

This is a living document, and its primary purpose is to communicate at a high level a collective ambition to the business community, government (local and central) and global markets.

This document will also act as an advocacy tool for the private sector, and local government, to communicate the opportunities and priorities for Canterbury.

As Canterbury evolves, so too will this ambition. But what won't change is our commitment to making Canterbury one of the best places in the world to test ideas, grow businesses, and build a great life.

BACKED BY:



Canterbury is the home of opportunity – where the environment, innovation, and quality of life thrive together.

What sets Canterbury apart is that success here doesn't come with the familiar trade-offs. You can succeed in business and raise a family, all while enjoying one of the most affordable, high-amenity lifestyles in the Southern Hemisphere.

Few growing regions in the world can claim that – and even fewer can sustain it. But that's Canterbury's challenge, and opportunity.

Canterbury boasts one of New Zealand's most diverse and connected business communities in the country. With a global city at our doorstep, an international airport, two deep-water ports, and two leading universities driving research and innovation, we're connected and aligned in a way that few regions can match.

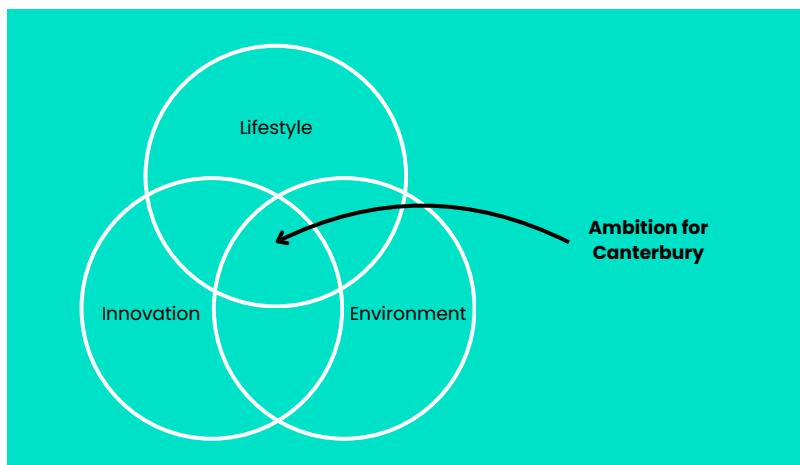
Because we are so well connected and aligned across business, mana whenua, the education sector and civic leadership, we can move independently, confidently and at pace.

Our deep roots in agriculture and engineering have laid the foundation for a thriving innovation ecosystem. Today, Canterbury is home to some of New Zealand's most exciting growth sectors – including advanced manufacturing, aerospace, smart tourism and other hi-tech industries.

These industries are drawing in global investment, attracting top talent, and contributing to prosperity across both the region and country.

To accelerate this momentum, we must act now. We must invest ahead of demand in infrastructure, particularly around energy and connectivity. We must protect and evolve our competitive advantage in housing affordability and lifestyle. And we must modernise and align the regulatory settings that enable us to innovate, attract investment, and grow so we can continue to enhance our reputation for solving world's big problems here.

Canterbury is growing and ready now. Ready to lead and to shape the next chapter of New Zealand's story – a chapter where innovation and growth is grounded in liveability and the environment.



PRIORITY 1

Investing ahead of demand in resilient energy and connectivity infrastructure.

PRIORITY 2

Protecting and advancing our competitive advantage in affordable housing and lifestyle.

PRIORITY 3

Enabling innovation by ensuring regulation is fit for the future and aligned across the region.

PROGRESS EVIDENCED BY

- ✓ Alignment in regulations and standards across the region.
- ✓ Targeted Foreign Direct Investment attraction aligned across the region.
- ✓ Regional Spatial Plan completed with a focus on housing affordability and efficient business zoning.
- ✓ Long term infrastructure and roading plans aligned and consenting frameworks in place.
- ✓ Energy strategy aligned across the region with a common consenting framework.

MEASURED AGAINST

Housing affordability median multiple is X (median house price versus median income).

Time to consent X% below national average or cost of consenting (to councils and business X% lower).

X% increase in Foreign Direct Investment penetration across the region.

X% uplift in infrastructure activity across the region.

X% of infrastructure pipeline funded and consented.

SUPPORTED BY:

Beca

CANTERBURY
Mayoral Forum